

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis bahwa *price discount*, *bonus pack* dan *instore display* terhadap *impulse buying* pada PT. Matahari Department Store Tbk Cito Surabaya yang berlokasi di Jalan Ahmad Yani No. 288 Surabaya.

Populasi yang digunakan dalam penelitian ini yaitu konsumen yang berbelanja di PT. Matahari Department Store City Of Tomorrow (CITO) Surabaya. Teknik pengambilan sampel menggunakan sampling aksidental dengan menyebarkan data kuesioner kepada responden. Jumlah sampel yang diperoleh sebanyak 100 responden. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS (*Statistical Product and Service Solution*).

Hasil penelitian menunjukkan bahwa berdasarkan uji F yang telah dilakukan dapat diketahui bahwa *price discount*, *bonus pack*, dan *instore display* secara simultan mempunyai pengaruh signifikan terhadap *impulse buying*. Berdasarkan hasil uji t dapat diketahui bahwa *price discount*, *bonus pack* dan *instore display* mempunyai pengaruh signifikan terhadap *impulse buying*. Dari hasil uji koefisien determinasi parsial diketahui bahwa *instore display* mempunyai kontribusi paling tinggi, sehingga *instore display* merupakan yang berpengaruh dominan terhadap *impulse buying* pada PT. Matahari Department Store Tbk CITO Surabaya.

**Kata Kunci:** price discount, bonus pack, instore display, impulse buying.

## ABSTRACT

This research is aimed to find out and to analyze that price discount, bonus pack and instore display to the impulse buying at PT. Matahari Department Store Tbk. This research has been conducted at PT. Matahari Department Store Tbk Cito Surabaya which is located on Jalan Ahmad Yni No. 288 Surabaya.

The population of this research is all customers who have ever purchased at PT. Matahari Department Store City of Tomorrow (CITO) Surabaya. The sample collection technique has been done by using accidental sampling by issuing questionnaires to the respondents. The numbers of samples are obtain 100 respondents. The analysis method has been carried out by using multiple linear regressions analysis with the instruments application of SPSS (*Statistical Product and Service Solution*).

The result of this research shows that based on the result of the F test it has been foundthat simultaneously price discount, bonus pack and instore display give significant influence to the impulse buying. Based on the result of the t test, it has been found that price discount, bonus pack and instore display give significant influence to the impulse buying. It has been found from the result of partial coefficient determination that instore display give the largest contribution, so that instore display gives dominant influence to the impulse buying at PT. Matahari Department Store Tbk CITO Surabaya.

**Keywords:** price discount, bonus pack, instore display, impulse buying.

